

# User Testing + User Research

At the Internet Archive

### **User Testing Collection on Archive.org**

Roadmap, documentation, UX Reports

<https://archive.org/details/usertestingandresearchcollection>

### **UserTesting.com**

UN: \*\*\*\*\*@archive.org

PW:

### **SurveyMonkey.com**

UN: \*\*\*\*\*

PW:

### **A List Apart**

Articles 'for people who make websites'

<http://alistapart.com/>

### **Nielsen Norman Group**

Amazing reports on user research

<https://www.nngroup.com/reports/>

### **Gives you a fuller picture of how your UI is utilized by users**

Learn how a variety of users interact with a UI and place a focus on 'dark parts' of the UI that might not seem confusing to experts (or the people who built/designed the interface).

### **Don't fight or guess, test**

When in doubt (or in a heated debate) try testing with users.

### **A vital part of QA and iteration**

Test and evaluate changes with usability testing! Plan new changes findings!  
Test multiple options against each other!

What is UX and  
how can it help?

## **Usability Testing**

10-30 minute moderated or unmoderated task based tests of an interface or feature. Can be performed in-person or remotely.

## **Discount Usability Testing Methods**

Heuristic evaluations (holistic overview based on a list of heuristics) + Cognitive Walkthroughs (task-based evaluations) are performed by UX evaluators *not* users.

## **Surveys and survey-based prototypes**

Short surveys are a great way to get quantitative feedback from users.

## **User Interviews / User Research**

Focused on use cases and user needs. These interviews may include watching a user interact with an interface unguided.

## **Long Term Studies**

Diary studies and shadowing users. In Diary Studies users are asked to perform a task or set of tasks and then fill out a survey or write a diary entry daily over a period of time. Shadowing is generally used when the environment around the user is important to understand.

# Usability Testing

An introduction to tips, guidelines and tools

### **Generally, just 5**

For the vast majority of studies you'll find about the same amount of usability problems with 5 users as you would with 30 users.

You may want to test with 5 users in each user type (new user, novice user, expert user) or with 5 users per interface if testing multiple UIs.

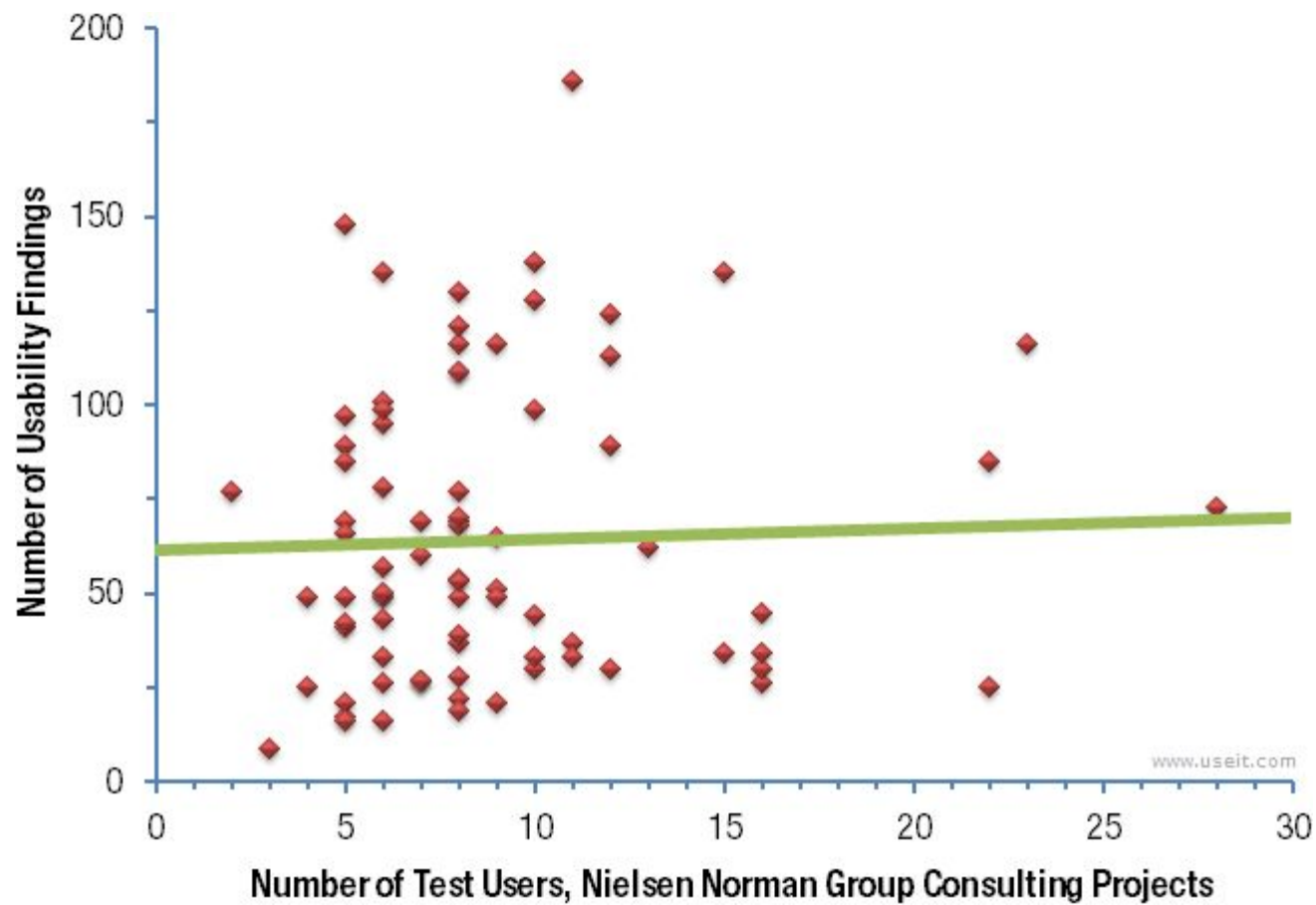
### **15 users for surveys or qualitative feedback**

If you're looking for statistics over insights and want to reach a 'statistically significant number' you'll want to have at least 15 users. I generally only do this for surveys, card-sorting or 5 minute user tests.

### **'Bad' user testing beats no user testing**

The value of talking to just one user is greater than putting off user testing in hopes of recruiting a large set of users. Start small and test often.

How many users?



## **UserTesting.com**

A service that recruits and administers unmoderated remote, task-based user testing. You will need to write up a task-based test, have a working prototype or live-web accessible interface.

**Pros:** Quick turnaround on tests, no need to recruit users yourself, videos can be annotated or turned into clips or clip reels for sharing. Users are from across the US, Canada and England.

**Cons:** Not free so please check-in with Alexis before using credits on the UserTesting.com account! Additionally the quality of testers can be varied.

## **Talky.io + Quicktime**

Use Talky.io to face/screen chat with your tester and record your screen with Quicktime.

**Pros:** Free, records face + screen.

**Cons:** Files can be gigantic, you'll need to recruit users yourself and moderate the tests.



## **Soliciting Feedback from a Diverse Sample of Users**

Our current feedback system places the burden of sharing feedback with the Archive on the user (via email, social media or forums). This makes it hard to learn what is working well (rather just what isn't working) as well as places an advantage with vocal users or user groups. Don't just let vocal user groups define feature planning or you will build a website for one (loud) user type.

## **Testing with New Users**

Gaining perspectives from new users can help to shine a light on pain points that current users have gotten used to, and potentially may have created workarounds for. Fresh eyes can really help us to understand the mental model that we are presenting to users on their first visit and can lead to invaluable insights.

## **Recruit Widely (this might cost money + time)**

It's great to recruit for testing at lunch or events, but it's also great to recruit via Craigslist or your social groups. The less a person knows about the Internet Archive the better for first time user tests.

Jumping over to [UserTesting.com](https://UserTesting.com)

# User Research

An overview of methods and introduction to surveys

## **Diary Studies**

In Diary Studies users are asked to perform a task or set of tasks and then fill out a survey or write a diary entry daily over a period of time.

## **User Interviews**

User Interviews, unlike Usability Tests do not have to center around a set of tasks, but can instead be a conversation or formal set of questions to ask a user. User interviews can be great ways to spend time with users and gather feedback in a non-guided way about your interface or tool.

## **User Surveys for Quantitative Feedback**

Short surveys are a great way to get feedback from users in a way that can be translated easily to a quantitative metric.

## **Focus Groups for Qualitative Feedback**

Focus groups with groups of 5-10 users can be a way to gather qualitative feedback and highlights group dynamics. Some users might also be more comfortable speaking among peers rather than 1:1.

## When to perform User Research over User Testing?

### **Creating a New Feature or Interface from Scratch**

User research is a great way to understand how users interact with live tools/interfaces in the same realm that you are building in.

### **If Time or Multiple Interactions is a Key Element in Your Research**

For tools that require multiple uses or use over time, a diary study can help you get a better understanding of how users interact with the interface you are testing. Perhaps you want to know why users haven't adopted regular use of a tool?

### **You're Unsure of What to Work on Next or Want General Feedback**

User interviews can be great ways to spend time with users and gather feedback in a non-guided way about your interface or tool.

### **Alternatively, You Need a Lot of Lightweight Feedback**

Lightweight surveys (5-10 minutes) can be a great way to get a lot of quantitative feedback on a proposed change or question that you and your team have. [The click logic in survey software also makes it easy to perform discount A/B testing.](#)

Jumping over to [SurveyMonkey](#)

# Sharing Your Research

Creating reports geared towards interest

### **People Get Distracted: Write an Executive Summary (or TL;DR)**

I always start my reports with a one pager that has the MOST important information I found from testing.

### **Sum Up What The Study Entailed**

Share the number of users, where you recruited them from and if possible link to the full recordings / survey responses.

### **Group Suggestions / Findings by Type or Feature**

Some people might only be interested in a specific part of the whole UI, so I like to group feedback/suggestions by type and feature. It's okay to be redundant because your report is probably going to be read in chunks.

### **Don't Forget to Share What Worked**

User testing doesn't have to be all doom and gloom, it's also a great way to celebrate successes.

Sharing your  
research with your  
team